

## Abstract of the Disclosure

A system automatically sets the prices of items that are marketed in a web marketing system based on such factors as past prices and marketing trends so as to maximize the seller's profit. An automatic price calculating unit is provided that refers to item information and marketing information that are gathered from the web marketing system, updates the prices of items, and outputs the result as price information. At each point in time, the calculating unit repeats the steps of:

10 outputting price information such that items are marketed for fixed time intervals at a price that is one step size higher than, and a price that is one step size lower than the optimal price estimate at that time, comparing the profits that are obtained as a result, and updating the

15 optimal price estimate at that time in the direction of the price at which the higher profit was obtained.